

Montana WIC Program

Retailer Newsletter

WINTER 2014

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Retail Team Contact Information

Please share this information with all store staff.



Montana WIC New Food List In Effect on May 1, 2014

By now, you received copies of the new food list that goes into effect on May 1, 2014 as well as a “cheat sheet” highlighting all the changes; the old food list (the list printed in the Retailer Booklet) is in effect until April 30, 2014. **Make sure to go over all of the changes with staff, especially cashiers, and remind them the changes do not start until May 1.** Place the new list inside of the current Booklet for Retailers as cashing and banking procedures did not change. If you have any questions about the new list or if you would like a conference call explaining the changes with staff, please contact Leah Steinle at 406-444-5530.

You will receive new shelf tags in the coming month that reflect the food package change.

Similac Formula Update

The Montana WIC Program will continue making Similac Sensitive, Similac for Spit-up and Similac Total Comfort available for participants until at least October 1, 2014. Please work with your local agency representative and WIC customers to make sure stocking levels for these formulas meet WIC customer needs. To clarify, stocking requirements have not changed and you must have six cans of Similac Advance, Similac Sensitive and Enfamil ProSoBee on shelves at all times. Any other formula is carried at the discretion of the retailer. Please accept benefits with the above formulas at your store.

When redeeming benefits for formula, make sure the brand, size and type on the benefit matches what the WIC customer brings to the check stand.



Montana WIC Facts February 2014

- ⇒ WIC participants served – 19028
- ⇒ Authorized retailers – 195
- ⇒ Benefits (checks) paid – 45,495
- ⇒ Benefits (checks) rejected – 433
- ⇒ Top rejection reasons:

Missing Stamp – 111

Cashed Too Late – 63

Over Max Price – 181



Fruit and Vegetable Benefit up to \$8

Starting on May 1, some cash value fruit and vegetable benefits will be worth \$8 instead of \$6. FNS (Food and Nutrition Services), which manages WIC on the federal level increased the dollar amount for children. **You may accept benefits worth both \$6 and \$8.**

Shelf Tags

The Montana WIC Program strongly recommends shelf tag use in stores to help participants bring the correct items up to the check stand. **When using shelf tags, they must be placed next to the store's own shelf label and used consistently throughout the store.** If an item is moved, the WIC shelf tag needs to move with it.

You will receive new shelf tags that coincide with the new food list before its start date of May 1, 2014.

Approved WIC Cereal Sizes

WIC customers may ONLY purchase 12 oz. boxes of cereal or larger! They may not purchase anything smaller under any circumstance. If a WIC customer tries to purchase a box smaller than 12 ounces, please help them find cereal to equal the correct ounce amount on the benefit.

Montana WIC Card Update

The Montana WIC Card (EBT) Project is in the process of procuring a new contractor to process benefits. We are working hard to move forward after J.P. Morgan decided to end their contract with the state. You will be updated as soon as more information is available. If you have any questions about the Montana WIC Card Project, please call Director Joan Bowsher at 406-444-4747.

Tricky WIC Questions

See if you can correctly answer the following questions about WIC. Answers are on page 4 of this newsletter.

Question #1: True or False – The “We Accept WIC Benefits” sign must be visible in at least one entrance.

Question #2: Which of the following is a **false** statement about the food list starting on May 1, 2014?

- A. WIC customers may purchase 16 oz. frozen orange juice as long as it is listed on the benefit.
- B. WIC customers may no longer purchase frozen vegetables unless they are listed on the benefit.
- C. WIC customers may no longer purchase string cheese.

Question #3: What do you do if you write the wrong amount in the “Amount of Sale” box on a WIC benefit?

- A. Write over the wrong amount in the same box
- B. Tell the customer you can’t process the sale
- C. Draw one line through the incorrect amount and write the corrected amount in the “Correction” box. The customer initials the change

Question #4: True or False – A participant may purchase Similac for Spit-up, Similac Sensitive and Similac Total Comfort as long as it is listed on the benefit.

Question #5: Which of the following is a **true** statement about the food list starting on May, 2014?

- A. WIC participants will be able to buy 9 oz. boxes of cereal
- B. WIC customers will not be able to purchase tuna
- C. WIC customers may purchase mixed baby food fruits and vegetables (example: strawberry/banana or sweet potato/apple)

Question #6: True or False – The process for accepting WIC benefits will stay the same after the new food list starts on May 1, 2014.



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Who do you call?

Retailers should contact their Local WIC Agency for concerns regarding complaints and participant concerns.

Contact **Leah Steinle** (406-444-5530) for questions about benefit redemption or allowable WIC foods.

Contact **Glade Roos** (406-444-2841) at the State WIC office with questions about your contract or stocking requirements.

Contact **Kevin Moore** (406-444-4746) with price changes for WIC foods.

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